



Lori O'Connor
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Sales Planning
336-741-3019
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July 22, 1998

To: Rory O'Rourke

Re: Salem September B1G1F Promotion

Dear Rory,

The following is the information regarding the upcoming Salem Buy 1 Get 1 Free Promotion to be worked in September a change from working in October.

Promotion # : 801585 - Salem B1G1F

Quantity: 180,000 offers

UPC Code

600 6M cases Salem FFKS Slide Box	25492
600 6M cases Salem LTKS Slide Box	25493

Timing: First Order Date - 8/24/98
First Ship Date - 9/8/98

Product Description: "Complimentary Not for Sale" tear tape on gratis pack
Pre-sleeved in W-S
Shipped in white cartons to D.A.
Sleeves are style specific due to "Snake" configuration.
Sleeve UPC 12300-70382

Advertising Support: POS is promotion specific

Item #	Quantity	Skus Packing	Description
546854	9000	1	Salem 20 Pk Temporary Display/Shipper w/small vertical poster.

There are no name generation or continuity offers associated with this program.

Reporting: H/H Desc: Sal OCT B1G1F NY
Display size (Offers) : 20
Start : 9/8/98
End: 11/27/98

Should you have any questions, please contact me.

Sincerely,

Lori

L.M. O'Connor
cc: R. Grout

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